

CHAPTER I

INTRODUCTION

Chapter I is an introduction that introduces the general description of the research. Chapter I presents the background of the research, research question, research objective and research significance.

1.1 Background of the Research

Popular is a word related to modern society. In any context, it will continue to follow the tastes of public, as one fulfilling the needs of modern society, no exception in literature. Popular literature is a literary work that numerous readers like since popular literature prioritizes the tastes of the reader rather than prioritizing the aesthetic value of literature. Popular literature is a literature categorized as an entertaining and commercial literature (Nurgiyanto, 1998). The entertaining and commercial are connected to the reader. The reader will be amused by the story in popular literature and commercial aspect will arise from the sale of the literary work. The more readers who like and buy a popular literary work, the more commercial benefits will be gained by authors and publishers of literary work. This makes popular literature not only as literary work but also as an industrial activity in literature.

Popular literature places great importance on the reader. Unlike literary works that are more concerned with values or elements of art, popular fiction is more oriented towards the reader (Adi 2011: 30). Readers are not invited to find meanings but are invited to feel comfortable reading popular literary works. Comfort is obtained from the literary story itself. Popular literary stories do not aim to terrorize the reader but rather to invite the reader to forget his fatigue in daily routine. Comedy stories for example. The story of comedy will not terrorize the reader but will invite the reader to laugh and feel comfortable with the story.

The popular literary genre is actually very varied. As one of the most dominant genre of popular literature is a popular novel. Popular novels usually do not last

long during their publication. Since popular novels are said to be popular when the novel is in great demand and is considered a shared culture. Popular novels are well presented to achieve their popularity. That way the popular novel will achieve its main goal, something that is material. Fiction is a form of a popular novel. Popular fiction usually prioritizes story plots and does not overshadow other elements of fiction. The plot elements in popular fiction usually adapt to the genre that the popular fiction writer will give. For example, the genre of thrillers in this genre usually uses elements of the plot that emphasize the amount of tension or suspense that provokes the curiosity of the reader towards the course of the story.

In the development of popular literature, there is one very important term, namely formula. Like the calculation formula, the formula is part of a genre that has been widely known by people. Formula refers to special characteristics related to the structure of literary works. The formula is part of a genre that has been widely known by people. Within the genre, there are certain formulas that will later allow us to determine or at least guess what the genre of the story is. Formulas in popular literature have meaning as plots and conventions related to culture. Formula as a plot in popular literature has a uniform or the same form. The general formula written by Cawelti (1976: 1) is a narrative structure or dramatic convention used in a large number of individual works. These popular story patterns are the embodiment of basic story forms in terms of certain cultural materials. Formula is a combination or synthesis of certain cultural conventions with a more universal form of story or archetype. In other words, formulas are defined specifically by their predictable narrative structure.

Each genre has a formula as a feature of the distinctiveness of the genre. A formula that will be used to analyze the popular literary works in a genre. In other words the formula plays an important role in the creation of a story both in the genre fantasy, thriller, horror, romance and etc. Popular literary formulas in a production system are like building foundations that determine what a literary work is like. Cawelti said that formula appears as a popular story type that can also decide a work of literature belonging to.

Fantasy is a genre that uses magic and other supernatural phenomena as the main elements of the plot, theme, and setting. Fantasy can be called creative imagination. It can also be something like an invention, which is a creation of fantasy. There is a widespread assumption that fantasy stories pose the risk that a reader may confuse fantasy with reality. This makes some people refuse to accept literary works in the form of fantasy. Fantasy usually depicts stories that cannot happen in real life, which are known as delusions. These stories involve magic, or the quest, or good versus evil. One of the most obvious benefits of fantasy is that it allows fantasy to experiment with different ways of seeing the world.

Based on the description above, it can be concluded that the fantasy genre has elements including, 1). Magic, the word magic comes from Greek which means "one of the members of the learned and priestly class," this explains how magic in the fantasy genre is often associated with learning, with complicated books and rituals. Magic is rooted in the notion of mysterious knowledge that ordinary people cannot access. Another definition of magic is the ability to affect events using mysterious or supernatural powers, 2). Setting, setting in the fantasy genre consists of time and place, the place in the fantasy genre is fantasy or another world or universe. While time is any time or there is no time, 3). Struggle for mastery, the initiation to learn and the unpredictable of 'wild' magic. This process of struggle and mastery is often shown in character development. Sometimes characters use power irresponsibly, for example, a character tries to ruin a magical game of the airborne sport Quidditch in Rowling's fantasy series, 4). Adventure, adventure in fantasy often features another meaning of magic, it is unusual and exciting or online experiences, as well as excitement associated with danger or the taking of risks, 5). Theme, good versus evil, the heroic quest for power or knowledge.

When talking about fantasy genres, of course it will not be separated from fantasy characters. Deborah Chester (2016) classifies fantasy characters into 2 parts, namely, primary characters and secondary characters. The primary character is an important main character in the fantasy genre, this primary character has the characteristics of a protagonist and an antagonist. These secondary characters

consist of close friends, mentors, confidants, loved ones, these secondary characters may have protagonist or antagonist characteristics.

Fantasy genre novels that have received good reception from readers, including *Harry Potter* (1997-2007), by J.K Rowling *The Lord of The Rings* (1955) by J.R.R Tolkien, *The Wizard of Oz* (1900) by L. Frank Baum, *Bumi* (2014) by Tere Liye, *Mr. Penumbra's 24-hours Bookstore* (2012) by Robin Sloan, *The Night Circus* (2011) by Erin Morgenstern, *The Death of Arthur* (1485) by Sir Thomas Malory, *Alice's Adventures in The Wonderland* (1865) by Lewis Carol, and *Series Percy Jackson and The Olympians: The Lightning Thief* (2005) by Rick Riordans.

A fantasy genre novel is also found in *Riordan's Percy Jackson and The Lightning Thief*, this novel is the first in a series by Percy Jackson and The Olympians. The *Lightning Thief* novel tells about light-hearted fantasy about a modern 12 years old boy namely Percy who learns that his true father is Poseidon, the Greek god of the sea. Percy sets out to become a hero by undertaking a quest across the United States to find the entrance to the Underworld and stop a war between the Gods. These novels have received overwhelming responses from fantasy genre lovers, one of which became a bestselling novel in the *New York Times*. *Riordan's Percy Jackson and The Lightning Thief* novel was also remade into a film by the famous director Chris Columbus who is also the film director of the *Harry Potter*.

The researcher is interesting in analyzing *Riordan's Percy Jackson and The Lightning Thief* novel since it offers the famous patterns of hero's journey which are similar with the other great story like *Harry Potter*, *The Wizard of Oz*, *Lord of The Ring* and *Alice's Adventures in The Wonderland*. Riordan is able to develop a modern wonderful journey based on the Olympians or the old Greek gods and creatures in his novels, which have similar patterns of journeys with the other stories of the ancient myth heroes like *Perseus* and *Hercules*.

There are some previous researches to this topic. Those previous above have relation with this research. Some relations such as the similarity of the topic, the theory that have used and the method. Those relations are important to be involved in this research because it could be make the research more complete and believed

to be the truth. Thus previous studies would be explained comprehensively as follows:

Rena Anrin Depiarly, (2006), with a thesis entitled "*The Fantasy in J.M. Barrie's Peter Pan and L.F. Baum's The Wonderful Wizard of Oz*", Undergraduate thesis UIN Sunan Gunung Djati Bandung. This analysis concerns on the fantasy in J.M. Barrie's Peter pan and L.F. Baum The Wonderful Wizard of Oz. In analyzing the subject, this paper used structural method that analyzes the entire structures in both of the works with its transformation in the whole story. Additionally, the fantasy in both of the novel present the secondary world as the third categories of fantasy in Aiken's Theory of fantasy which is wholly invented by the author. It also interests the readers as well to suspend disbelief in the entire story of fantasy, either in plot, character, theme, setting, and point of view. Such kind of fantasy has involved the 5 main characters and affects them, especially to their way of thinking. In fact, both of the novels have similarities and differences in the representation of wonderful fantasy in the whole story anad in fantasy affection to the main characters and the other characters that involve in the adventure to the fantasy land.

Rina Nur'aeni, (2006), with a thesis entittled "*A Comparative Study of Children's Literature in Three Works: Carroll's Alice's Adventure on Wonderland, Potter's The Great Big Treasury of Beatrix Potter, and Kipling's Kim*". Undergraduate thesis UIN Sunan Gunung Djati Bandung. This research is about children's literature. Many people give little attention about children's literature. However, so many things that can be explored from this kind of literature. This graduating paper uses Donna, E. Norton's theory that is used to know the standard element-plot and characterization –of a story in children's literature. The method used comparative study; divided each three works into some part of items. And then compare a part of a work to the other two works. These three works show plot in simple way, plot consist of good beginning that shows action and character in enticing way, middle that shows the developing conflict till finds climax, the last, an appropriate ending. Meanwhile, the three works also show three-dimensional character. The characterization changes during it course, like real people; they are not all good and all bad.

Risa Ambariski (2012), with a journal entitled “The Analysis of Fantasy Genre’s Formula on Harry Potter Series”, in *Rainbow Journal*, vol 1- 2012. In the research, the researcher focuses on the particular literary pieces only. This research uses descriptive-qualitative method to apply documentation analysis and answer research problem. Using documentation analysis, the collected data is then analyzed and interpreted. This study uses genre theory as the approach in order to fulfill its objective. Genre theory is commonly used to analyze popular fiction which is appropriate to do formula analysis. As the result of this study, there are at least seven formulas of fantasy genre can be found in the series of Harry Potter. Most of those formulas are regularly appear in fantasy stories, especially in popular fiction.

The similarity above literature review is to use formula genre theory in it. The difference is at the focused of the object study. Rena Anrin Depiarily focuses on the analyze formula genre fantasy in *Barrie’s Peter Pan and L.F Baum’s The Wonderful Wizard of Oz*, Rina Nuraeni focuses on element plot and characterization in *Children’s Literature in Three Works: Carrol’s Allice Adventure on Wonderland, Potter’s The Great Big Treasury of Beatrix Potter and Kipling’s Kim*, Risa Ambariski focuses on genre theory in *Harry Potter Series*. Meanwhile, the researcher focuses on the formula genre fantasy in *Riordan’s Percy Jackson and The Lightning Thief*.

1.2 Research Questions

Based on the research background above, there are various elements and formulas in the construction of fantasy genre works. The problems are formulated in the following two questions:

1. What are fantasy elements constructed in *Riordan’s Percy Jackson and The Lightning Thief*?
2. What are characteristics hero fantasy construct in *Riordan’s Percy Jackson and The Lightning Thief*?

Based on the research question above, the researcher has two purposes for this research as follow:

1.3 Research Objective

1. To find out the elements fantasy constructed in *Riordan's Percy Jackson and The Lightning Thief*?
2. To find out the characteristic of the hero in fantasy formulas construct in novel *Riordan's Percy Jackson and The Lightning Thief*?

1.4 Research Significance

Theoretically, this research is generally expected to add to the treasures of knowledge about literary criticism. Meanwhile, in particular, it becomes one of the references in understanding popular literary works in the fantasy genre, including the formula elements contained in it.

Practically, this research is expected to be a reference for readers who practically want to analyze similar problems. Thus, a broader and comprehensive understanding of fantasy formulas in popular works can be produced.

